

2007 MHHA INSTITUTE FOR OLDER ADULT SERVICES
February 7-9, 2007
Hyatt Regency Minneapolis



EXHIBITOR PROSPECTUS



Who is Minnesota Health & Housing Alliance?

For four decades, Minnesota Health & Housing Alliance (MHHA) has represented the complete continuum of services for older adults – nursing facilities, assisted living, senior housing, and home-and-community based services. Representing over 650 provider organizations, MHHA is one of the largest associations of its type in the country and is nationally recognized for its leadership in long-term care and issues related to aging. MHHA is the state affiliate of the American Association of Homes and Services for the Aging (AAHSA) and the Assisted Living Federation of America (ALFA).

MHHA Membership:

- 169 free-standing nursing homes
- 64 hospital-attached nursing homes
- 445 senior housing providers
- 165 business partners
- 35 honorary members

Who Will You Meet?

Past MHHA Institutes for Older Adult Services have attracted close to 1,000 provider decision-makers out of an average overall attendance of approximately 3,500 total participants. The Institute attracts all disciplines within the long-term care and senior housing profession. This three-day event features over 80 educational programs and a two-day expo.

Listen to What 2006 Exhibitors are Saying About Us

- “This is a must attend show for our company! No-where else are we able to visit face-to-face with key industry decision-makers.”
- “Excellent and receptive crowd. Great networking opportunities and leads.”
- “Excellent traffic - MHHA Institute attendees really work the exhibit hall.”
- “All the people you would want to see in one place at one time.”
- “Best run state show in the country!”
- “We do many shows around the country. The MHHA Institute is ‘home’ and I enjoy seeing and talking to so many of our customers and potential clients. It’s just ‘Minnesota Nice’.”

Why Should My Company Exhibit?

- Put your name in front of MHHA member organizations that spend over \$1.5 billion on human resources, goods and services to care for older adults.
- For MHHA Business Partners, the Institute expands your exposure to key aging services leaders.
- Representing over 650 nursing homes and senior housing organizations, the MHHA Institute for Older Adult Services is the largest show of its kind in the country. You’ll network with more than 3,500 providers.
- Because the MHHA Institute is designed specifically for management-level professionals, you will be able to effectively market your products and services directly to your target audience.
- In just two days, you will meet more than 1,000 decision-makers in the long-term care and senior housing arena.
- You can choose to attend quality education programs offered to enhance your knowledge of older adult services for no additional cost.

If you want to ...

- cross-market your services to all facets of the senior and aging services continuum
- create brand awareness and enhance your company’s image
- generate new sales leads
- meet with customers to build loyalty
- introduce new products and services
- assess the competition
- conduct pre-market evaluations

... then you must exhibit at MHHA’s Institute for Older Adult Services in Minneapolis.

**ACT NOW –
Space sells out
quickly!**

Booth Price

MHHA Members

- Early Bird
\$1,060 (on or before 11/30/06)
- Regular Rate
\$1,210 (after 11/30/06)

Non-MHHA Members

- Early Bird
\$1,560 (on or before 11/30/06)
- Regular Rate
\$1,710 (after 11/30/06)

Become a Business Partner member and save \$500 on your 2007 booth fee!

In addition to saving \$500 on your 2007 booth fee, MHHA Business Partner membership helps distinguish your company as a part of the MHHA community and connects you to hundreds of providers throughout the year. Members want to do business with MHHA Business Partners, so contact Adam Suomala at 651-603-3530 or asuomala@mhha.com today for more information on the benefits and values of Business Partner membership!

Show Sponsor

Minnesota Health & Housing Alliance
2550 University Avenue West, Suite 350 South
St. Paul MN 55114-1900
651-645-4545 or 800-462-5368
Fax: 651-645-0002
Web site: MHHA.com
Contact: Jenny Prosser, Manager of Meeting Planning
E-mail: jprosser@mhha.com

Decorator Service

GES Exposition Services Inc.
7624 Boone Avenue North
Minneapolis MN 55428
763-488-5338
Contact: Michelle Weber
E-mail: MWeber@ges.com

Expo Location

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis MN 55403
612-370-1234

EXHIBIT AGENDA

Show Hours:

- Wednesday, Feb. 7: 10:30 a.m. - 12:30 p.m. and 1:30 - 3:30 p.m.
- Thursday, Feb. 8: 10:30 a.m. - 1 p.m. and 2 - 3 p.m.
- Friday, Feb. 9: No exhibits

Set-Up Hours:

Tuesday, Feb. 6: noon - 7 p.m.

Wednesday, Feb. 7: 7 - 9 a.m. (*Pre-approval by Jenny Prosser at MHHA is required to setup on Wednesday morning.*)

Teardown Hours:

Thursday, Feb. 8: 3 - 6 p.m.

Booth rental includes:

- event registration for up to six staff from your organization
- four hours of dedicated exhibit time
- the opportunity to schedule personal breakfast or afternoon meetings with customers
- standard 8' deep by 10' wide booth with draping
- a 7" by 44" booth identification sign
- listing in the onsite program brochure, which includes a description of the products/services your company represents (deadline is Friday, Dec. 29, 2006)
- listing on MHHA's online expo directory
- a hardcopy catalog of names, titles and addresses of all participants at the Institute for Older Adult Services (provided onsite)
- opportunity to purchase a one-time use electronic list of attendee mailing information for a pre-show mailing
- 24-hour security during all exhibit show hours
- booth carpeting (The Hyatt Regency's expo hall is carpeted. Any specific carpet requests must be ordered through GES.)
- access to over 1,000 key industry decision-makers
- the opportunity to attend educational programs and social events for no additional cost

Exhibit Rules and Regulations

1. ASSIGNMENT OF BOOTH SPACE

All booth requests will be handled on a first-come, first-served basis determined by the date of receipt of contract and a \$500 deposit or full payment. **No telephone reservations will be accepted.**

The preference given for booth locations is for guidance and is not guaranteed by MHHA. MHHA reserves the right to restrict entrance into the Institute for Older Adult Services of any exhibitor that it deems is not in the best interest of the event as a whole.

2. BOOTH FEES AND CANCELLATION POLICY

No booth space will be assigned without a \$500 deposit or full payment for a booth. If assigned space is canceled or reduced by the exhibitor on or before Oct. 27, 2006, 50 percent of the total cost will be retained by MHHA. If assigned space is canceled or reduced by the exhibitor after Oct. 27, 2006, all monies paid will be retained by MHHA. Checks should be made payable to: Minnesota Health & Housing Alliance or MHHA and should be mailed to: 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900, Attention: Accounting #8077.

In the event of conflicts or conditions beyond its control, MHHA reserves the right to rearrange the floor plan. Also, MHHA may relocate any exhibit at any time with the understanding that, if the exhibitor does not agree with such relocation, his/her full payment for exhibit space will be refunded provided the company chooses not to exhibit.

Any space not claimed and occupied for which no special arrangements have been made prior to 9 a.m. on Wednesday, Feb. 7, 2007, may be resold or reassigned by MHHA without obligation on the part of MHHA for any refund whatsoever.

3. SUBLETTING OF SPACE

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. However, an exhibitor may use equipment or the product of another exhibitor in this booth for the purpose of better product presentation of its own product, but may not give credit to that manufacturer. Any exhibiting company violating this rule will be asked to correct the violation or will forfeit their booth space without any refund of monies paid.

4. INSTALLATION OF EXHIBITS

Installation of exhibits at the Hyatt Regency Minneapolis is **Tuesday, Feb. 6, from noon - 7 p.m.**

If erection of any exhibit has not started by 7 p.m. on Tuesday, MHHA shall order the exhibit to be erected and the exhibitor billed for all charges incurred. If the exhibitor will be temporarily delayed to setup their booth, he/she must contact MHHA staff by phone to make other arrangements. **All exhibitors must be fully operational by 9 a.m. on Wednesday, Feb. 7, 2007.**

5. CONTRACTOR SERVICES

Exhibitor service kits will be mailed approximately six weeks before the Institute. MHHA has designated GES as the official show contractor. GES will provide all show services other than supervision. The exhibitor shall provide only owned materials and equipment to be used in the exhibit space. All other items used in the booth are to be provided by GES.

Only employees who appear on the exhibiting company's payroll may staff the exhibit booth.

They must be fully identified by wearing the official MHHA badge for security throughout the event. Each exhibitor is responsible for picking up his/her own badge from the MHHA exhibitor registration desk.

All agents/representatives that are performing services at the Hyatt Regency Minneapolis directly for an exhibitor other than the exhibitor's employees must provide MHHA with Certificates of Insurance by Jan. 26, 2007. If Certificates of Insurance are not received, MHHA reserves the right to deny those persons access to the exhibit floor.

GES will receive direct and advance shipments and van loads, handle freight and provide rigging, labor and equipment. All services not ordered in advance must be procured through the GES service desk, which will be maintained next to the MHHA exhibitor registration desk at the Hyatt Regency Minneapolis. MHHA shall have the right to remove the exhibitor and any unauthorized contractors from the exhibit floor for violation of this rule.

6. REMOVAL OF EXHIBITS

All exhibits will close promptly at 3 p.m. Thursday, Feb. 8. For safety reasons as well as maintaining a professional and courteous atmosphere, **any exhibitor closing or leaving their booth prior to 3 p.m. will be fined 25 percent of booth rental.**

Each exhibitor will complete arrangements for removal of material from the exhibit area in accordance with the instructions provided in the exhibitor service kit. These arrangements can be made at the exhibitor service desk. **All exhibits must be dismantled and packed by 6 p.m. Thursday, Feb. 8.**

7. STORAGE OF CRATES AND BOXES

GES will handle and provide storage space for crates, boxes, etc. during the expo and will return properly marked stored materials at the completion of the show. They will supply tags to be attached to each piece stored. No boards will be accepted for storage unless securely tied into bundles and tagged.

Fire regulations require that wrapping materials such as paper, excelsior, etc. must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse.

8. BOOTH CONSTRUCTION AND ARRANGEMENT

MHHA will provide and arrange for the erection of necessary draped backgrounds of uniform style.

All booths will be provided with one 7" by 44" booth sign. Each exhibit must be confined by the spatial limits of its respective booth indicated on the floor plan. No part of any display may be over eight feet in height. **Placement of equipment must be done to avoid blocking the visibility of neighboring exhibitors. Exhibitors will be asked to move their exhibit should there be any complaints.**

All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or MHHA. Displays must conform to local building and fire department codes and regulations. MHHA trusts exhibitors will create a professional atmosphere with their display. GES and MHHA staff will inspect booth displays to make sure they meet the specified guidelines. Any exhibitor whose booth does not meet booth requirements will be asked to correct the violation immediately.

9. CARE OF EXHIBIT SPACE

Exhibitor shall be fully responsible to pay for any and all damages to property owned by MHHA and/or the Hyatt Regency Minneapolis, its owners or managers, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless MHHA and the Hyatt Regency Minneapolis, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of the exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

10. EXHIBITOR'S REPRESENTATIVES

Each exhibitor must provide a representative(s) within the exhibit space during the open hours of the show listed under "Exhibit Agenda." **All representatives must appear on the company's official payroll** and must wear a badge and be in attendance during scheduled show hours. MHHA expects all representatives to provide a professional atmosphere, helping participants see and understand the exhibitor's products and/or services. **MHHA allows each exhibitor up to six representatives to staff their booth. Every person over six will incur a \$100 registration fee per person unless discussed and approved in advance with Jenny Prosser at MHHA.**

11. ATTENDANCE

The exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments or who are conference sponsors. Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without payment in full of the non-exhibiting registration fee by their firm.

No admittance will be given to any person who has not been officially registered for the Institute by MHHA. **No guests of exhibiting companies will be admitted on the exhibit floor – no exceptions.**

12. LIABILITY, SECURITY AND CANCELLATION

Each exhibitor must make provisions for the safeguarding of goods, materials, equipment and display at all times. General overall security service will be provided by MHHA for the exhibition period, but MHHA and the security service will not be responsible for loss of any materials by or for any cause. The exhibit hall will be locked all hours not specified in the "Exhibit Agenda" portion of this prospectus.

The exhibitor must surrender space occupied in the same condition it was at the time of occupation. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall and for any and all claims and demands on account of any injury, death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor or her/his employees, servants, agents, licensees or contractors. The exhibitor agrees to and shall indemnify and hold harmless MHHA from and against any and all liability, claims or demands that may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor.

Neither MHHA, its service contractors, the management of the Hyatt Regency Minneapolis, their agents, servants, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from negligence of MHHA, its service contractors or the management of the Hyatt Regency Minneapolis.

In case any part of the exhibit hall is destroyed or damaged, preventing MHHA from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exhibition period is prevented by strikes, acts of God (including weather), national emergency or other cause only for the period space was or could have been occupied by the exhibitor, the exhibitor hereby waives any claim against MHHA, its directors, officers, agents or employees for losses or damages that may arise in consequence of such liability to occupy assigned space.

13. SPECIAL VISUAL AND SOUND EFFECTS

Audiovisual and other sound and attention getting devices and effects will be permitted only in those locations and in such intensity as in the opinion of MHHA do not interfere with the activities of neighboring exhibitors. Exhibitors are responsible for paying any licensing fees for music played in their booth that is not in the public domain.

Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

14. OTHER ACTIVITIES

All activities of each exhibitor must be confined to the exhibitor's allotted space. If food samples are to be distributed, MHHA asks that you provide "trial" size portions to reduce the possibility of

spills and littering in surrounding vendor booths. No liquor is to be served on the exhibit floor by any exhibiting company or representatives.

15. VIOLATIONS

Violations of any of these regulations on the part of the exhibitor or the employees or agents of the exhibitor shall, at the option of MHHA, annul the right to occupy space and/or be fined, and such exhibitor shall forfeit to MHHA all monies paid.

Upon evidence of a violation, MHHA may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages that MHHA may incur and shall forfeit all monies paid or due MHHA on account thereof. The exhibitor waives any right to service or written notice of MHHA's intention to terminate this agreement and repossess space occupied by the exhibitor.

16. GENERAL

All matters and questions not covered by the regulations are subject to the decision of MHHA. These regulations may be amended at any time by MHHA, and all amendments shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by MHHA to such exhibitors as may be affected by them.

MHHA staff will be available on the exhibit floor throughout the show to answer questions and help where needed.

HURRY, SPACE SELLS OUT QUICKLY!
Contact Jenny Prosser today at 651-645-4545,
800-462-5368 or jprosser@mhha.com
to reserve your booth at
MHHA's Annual Institute for Older Adult Services,
Feb. 7-9, 2007 in Minneapolis.

2007 Institute for Older Adult Services Exhibitors *(as of April 4, 2006)*

Is Your Competitor Here?

Ist Line Group/Juice Tyme	Healthcare Purchasing Connection	RehabCare * #
A'viands Food & Services Management *	HealthMEDX Inc.	Reinhart FoodService *
Achieve Healthcare Technologies *	Heartland Home Health Care & Hospice *	Rivera Architects Inc.
Adolfson & Peterson Construction *	Hiller Commercial Floors *	RUG Tools, LLC *
Adsit Architecture and Planning *	Hoglund Bus Company Inc. *	SCA Personal Care * #
Allina Home Oxygen & Medical Equipment	HomeFree Inc.	Smith & Nephew #
Alliance Purchasing *	Horty Elving *	Sodexo Senior Services *
American HealthTech *	Hypoguard	Sovran Inc. *
Apollo Corporation	Innovative Senior Care	SunDance Rehabilitation Corporation *
ARAMARK Senior Living Services *	InPro Corporation	Sunrise Medical
ASI-Modulex	Keane Care Inc.	SYSCO Minnesota * #
AufderWorld	Kraus-Anderson Construction Company *	Tandus/C & A Floorcovering
Augustana Therapy Services	Lakes Medi-Van Inc. *	Thrifty White Pharmacy Services *
Barrier Free Access Inc. *	LarsonAllen *	TSP Inc. *
Benson-Orth Associates Inc. *	Martin Brothers Distributing Company Inc. *	U.S. Foodservice * #
Best Bath Systems *	Maser & Amundson, P.A. *	Upper Lakes Foods Inc. * #
Beyond Barriers	Mastercraft Electronics Inc. *	Voigt, Klegon & Rode, LLC *
BJ Industries Inc.	McKesson Corporation * #	WAI Continuum *
Broader Healthcare Solutions, LLC	Medco Equipment Inc.	WhisperGLIDE Swing Company
By the Yard Inc.	Merwin Long Term Care Pharmacy *	Winkelman Building Corporation
CMA, an Ideacom Partner *	Minnesota Business Finance Corporation	Wipfli LLP *
DaRT Chart Systems, LLC *	Momentum Healthware *	YHR Partners *
DARTS VMS (Vehicle Maintenance Services) *	My InnerView	Ziegler Capital Markets Group *
DermaRite Industries LLC	Nelson Building	
DietMaster Systems Inc.	New Horizon Foods Inc. *	
DMS Imaging * #	Nor-son Inc. *	
Dougherty & Company LLC *	Northland Securities Inc. *	
Ebenezer Management Services	Northwest Respiratory Services, LLC * #	
Ecumen Consulting Services	NWN/Volker	
Eide Bailly LLP *	On-Site Care, LLC *	
Elim Preferred Services Inc. *	Optimus EMR Inc. (formerly OneTouch Technologies)	
Encompass Textiles & Interiors * #	Partners in Community Supports	
Evercare *	PharMerica *	* MHHA Business Partner
EZ Way Inc. *	Piper Jaffray & Company *	
Gardner & White *	PointClickCare.com *	# Alliance Purchasing Vendor Partner
GOJO Industries Inc.	Pope Associates Inc. *	
Grande American Bus Sales Inc. *	PrairieStone Pharmacy *	
Health Care Insurance Services*	Professional Medical Supply *	
Health Dimensions Group *	Professional Portable X-ray Inc. *	
Health Dimensions Rehabilitation Inc. *		
HealthCap *		

2007 MHHA INSTITUTE FOR OLDER ADULT SERVICES

Feb. 7-8, 2007 • Hyatt Regency Minneapolis

EXHIBITOR CONTRACT

(Please print or type)

Firm Name _____

Address _____

City _____ State _____ Zip _____

Name _____ Title _____

Signature _____ Phone (____) _____ F AX (____) _____

All further contact is to be made with _____ E-mail _____

(required)

BOOTH ASSIGNMENT

Please indicate your booth choices below. The preferences given are for guidance and are not guaranteed by MHHA. **All booth assignments are made on a first-come, first-served basis based on the date of receipt of contract.**

First Choice _____ Second Choice _____

Third Choice _____ Fourth Choice _____

BOOTH FEES

MHHA members:

Early Bird: \$1,060 (on or before 11/30/06)

Regular Rate: \$1,210 (after 11/30/06)

Non-MHHA members:

Early Bird: \$1,560 (on or before 11/30/06)

Regular Rate: \$1,710 (after 11/30/06)



Become a Business Partner member and save \$500 on your 2007 booth fee!

In addition to saving \$500 on your 2007 booth fee, MHHA Business Partner membership helps distinguish your company as a part of the MHHA community and connects you to hundreds of providers throughout the year. Members want to do business with MHHA Business Partners, so contact Adam Suomala at 651-603-3530 or asuomala@mhha.com today for more information on the benefits and values of Business Partner membership!



Booth assignments will not be made until both the signed contract and deposit of \$500, plus \$50 if you need electric, are received. Booths reserved after Aug. 31, 2006, must be paid in full before booths are assigned.

FOR MHHA USE ONLY

Date contract received _____

Check Amt. \$ _____ Check No. # _____

ELECTRICAL AND SPECIAL SERVICES

Electrical hook-up fee is \$50, which covers both days of the expo. See the second page of this contract to secure electrical service.

Water hook-ups are not available, but water will be transported to your booth if you provide containers for that purpose.

TV antennas and other services such as these must be ordered through GES. These items incur an additional charge.

ARE YOU A: First Time MHHA Exhibitor

Returning MHHA Exhibitor

COMPLETE TO FIGURE AMOUNT DUE

MHHA Member \$ _____

(\$1,060 on or before 11/30/06 or \$1,210 after 11/30/06)

Non-MHHA Member \$ _____

(\$1,560 on or before 11/30/06 or \$1,710 after 11/30/06)

Electricity \$ _____

(\$50 that covers both days of expo)

Total Amount Due \$ _____

Please photocopy both pages of this contract and return original with payment: Minnesota Health & Housing Alliance (MHHA), 2550 University Avenue West, Suite 350 South, St. Paul MN 55114-1900, Attn: #8077. If you have any questions, please call Jenny Prosser, Manager of Meeting Planning, at 651-645-4545, 800-462-5368 or jprosser@mhha.com. MHHA's Web site is MHHA.com.

METHOD OF PAYMENT

Visa MasterCard AmEx Check

Card Number _____

Ex. Date _____

Name on Card _____

Cardholder's Signature _____

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February 7-9, 2007
Hyatt Regency Minneapolis

EXHIBITOR PROSPECTUS

2550 University Avenue West, Suite 350 South
St. Paul MN 55114-1900

MHHA.com